

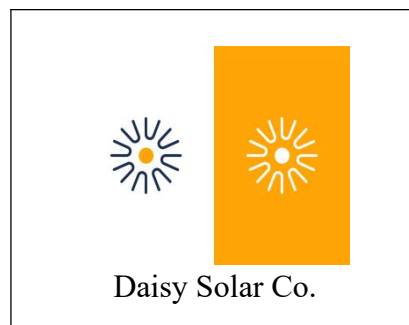


ENT600 TECHNOLOGY ENTREPRENEURSHIP

TECHNOLOGY BLUEPRINT

FOOD COVER USING SOLAR TECHNOLOGY

(So.Tech Food)



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1. EXECUTIVE SUMMARY

People want a technology that friendly user and multi-function of food cover for busy person to make them easy to keep the food keep warm and can eat without heating. Therefore, Daisy Solar Co. introduce an invention of food cover which is So. Tech Food has come out with an idea in developing and upgrading design of existence food cover to solve the problem for all consumer. This blueprint will be discussing on our new technology development called “So. Tech Food”. The So. Tech Food is built with 5 persons. It is a partnership company that manufactures was located at Johor Bahru. Besides, under marketing, we will hire two staff to help in promoting strategies regarding our products. While under the operation, we will hire three staffs to develop the product. The concept of our company’s product is “Convenient for All” since The So. Tech Food is user friendly. Peoples who like to keep food warmth for longer after cooked and person who only cooked once in a day are really suitable to use a food cover from our great collection. Thus, from the point of view on who is going to purchase our product are to all busy persons and food tenders who concerned about their quality of food after cooked. Therefore, we can guarantee that our product will be a successful product in Malaysia’s market. There are a few competitors in the market that have been in this industry earlier than Daisy Solar Co. for example Sharp and Panasonic (electronic shops). The So. Tech Food can compete with the product from those companies because it has new features and will be well-known in Malaysia’s market.

2. PRODUCT DESCRIPTION

2.1 DESCRIPTION OF THE PRODUCT PRODUCES

So. Tech Food is a new product produced by Daisy Solar Co.. The product is basically a food cover using solar technology that consumer can keep their dishes after cook to keep warm. This special food cover is not necessarily like the other existing food cover that usually used by consumer. This food cover is using solar energy. This new product can independently warmth by using the power supply from the modem using solar Graphene. The So. Tech Food is a friendly and easy used products that suitable for many people especially A housewife, busy women/men, single/bachelor person and customer who need tools to keep food stay longer and keep warm before eat without reheat such as a restaurant, school canteen, hotel who served their food in buffet and want to keep it warm.

The So. Tech Food is also light in weight and convenient in term of size where consumer can put any size bowls of dishes as long it use clay material with the measurement 60cm X 40cm. The size of So.Tech Food is semi-cylinder for cover and rectangle for the base only. This design is suitable for tools that have safety for kids. The powerful of food cover is depends on the modem. The modem is made form Graphene batteries and Graphene solar panels. This two materials have their own function, such as Graphene batteries is function as when consumer do not use mobile apps (ATEN control system) to heat, the batteries will help to heat the food.

Meanwhile, Graphene Solar panels help consumer to charge and heat the food when using mobile apps to charge at the some distance. Both need sunlight at the moment to absorb the energy to transfer and it can save electricity. The materials is suitable at any whether to function well. In addition, the So. Tech Food has the safety compartment where there is a rectangular shape that have a curve edge as to prevent any injury when using it.

2.2 UNIQUE FEATURES OF THE PRODUCT AND THE DIFFERENCES BETWEEN EXISTENCE PRODUCTS

Daisy Solar Co. tend to produce a new product that has a unique and extraordinary features. The unique and extraordinary features will differentiates the So. Tech Food using solar technology in the market. The So. Tech Food has its own speciality where the food cover itself has the heater that obviously can generate and maintain the warm temperature by using the modem. The material used to produce the food over are also more convenient since the material can patch the warm temperature more than the existing one only can heat when we need it. The So. Tech Food has been provided The products can use two ways either using application install in smart phone to adjustable the charges or use one-off charges using battery but can stay for only 12-hours to heat the food under cover. The temperature for food to heat is less than 50°C and stop to heat or maintain the heat when more than 50°C. The food can stay longer for 20-hours since the temperature not reach until more than 100°C. The different in this food cover is it can save electric consumption like others model. This product only use solar to keep it longer and safe to use. It keep the food always warm so that not wasting your time to heat it on the spot. This model is ease to cleaning it. In addition, the special features of The So. Tech Food are light in weight and have safety for child and confirm for the 1.5 years of warranty.

2.3 SUMMARY OF THE FUNCTIONAL SPECIFICATIONS AND PHOTOGRAPHS

The process of development the new product has to start with the good idea. From the problem that faced by many people, we as the producer can turn their problems into something that might be useful for them that we can call it as an idea. For this kind of situation, the problems arise when busy person always nagging need a tools that can keep the food warm without reheat again using microwave. As we know, microwave can heat the food too but we heat when we need. So, the it makes people feel hard since they need to wait a minutes to reheat. Moreover, there are also some problems that arise regarding to the existing food cover where the existing food cover only cover the dishes and the microwave only can reheat once we need. The safety